



Jerry D. Hendrix  
Vice President  
Regulatory Relations

AT&T Florida  
150 South Monroe St.  
Suite 400  
Tallahassee, FL 32301

T: 850-577-5550  
F: 850-224-5073  
Jerry.Hendrix@att.com  
www.att.com

March 7, 2008

Beth Salak, Director  
Competitive Markets and Enforcement  
Attn: Tariff Section  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Pursuant to Florida Statute 364.051, attached for filing with the Commission is the following page of the General Subscriber Service Tariff:

General Subscriber Service Tariff  
Section A2 - Thirtieth Revised Page 33

The purpose of this filing is to provide for the Online Service Connection Charge Waiver promotion. This Special Promotion will begin March 9, 2008 and end January 31, 2009.

Acknowledgment, date of receipt and authority number of this filing are requested.

Your consideration and approval will be appreciated.

Yours very truly,

Jerry D. Hendrix (slg)

Regulatory Vice President

Attachments

## **Promotion Description**

### **Online Service Connection Charge Waiver**

#### **Overview**

The Online Service Connection Charge Waiver promotion is scheduled to begin on 03/09/2008 and end on 01/31/2009. Service Connection Charges may be waived for qualified residential customers who order new local service (N Order) or transfer (T Order) service using att.com or bellsouth.com

#### **Promotion Specifics**

Service connection charges may be waived for residential customers who order new local service or transfer service on att.com or bellsouth.com and who are in AT&T Southeast territory for local service. Offer available for up to three (3) lines. Subscriber must purchase a minimum of AT&T local service and at least two (2) non-zero rated vertical features or a package of local service containing in its price at least two (2) qualifying vertical features.

#### **Promotion Restrictions/Eligibility Requirements**

1. Customer must order new service or move existing service on att.com or bellsouth.com.
2. Customer must select AT&T as their local service provider.
3. AT&T employees are not eligible for this offer.
4. Offer valid for up to three (3) service lines at the intended local service address.
5. Offer may be combined with cash back offers on other affiliates, or other promotional offers on the same service, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion.
6. AT&T reserves the right to discontinue or modify this promotion at any time without notice.
7. Customer must place the order on or before 01/31/2009.
8. Customer must place the order through att.com or bellsouth.com
9. Customer must order a minimum of AT&T local service and at least two (2) non-zero rated vertical features or a package of local service including but not limited to any package that includes in its price two or more vertical services (e.g. Complete Choice service).

FLORIDA

ISSUED: March 7, 2008 ~~ISSUED: December 29, 2006~~

EFFECTIVE: March 9, 2008 ~~EFFECTIVE: January 1, 2007~~

BY: Marshall M. Criser III, President -FL  
 Miami, Florida

## A2. GENERAL REGULATIONS

### A2.10 Special Promotions (Cont'd)

#### A2.10.2 Descriptions (Cont'd)

A. The following promotions are approved by on file with the Commission: (Cont'd)

(C)

Area of Promotion	Service	Charges Waived	Description	Period Authority
<del>(DELETED)</del> BellSouth's service territory from central offices where services are available	BellSouth Select Bundles Bonus		<p>BellSouth will award bonus points to BellSouth Select customers who during the promotional period purchase a new Complete Choice for Business package, subscribe to a new BSLD service plan and/or new FastAccess DSL service.</p> <p>Program Eligibility:</p> <ul style="list-style-type: none"> <li>• Available to existing and new BellSouth Select customers. New BellSouth Select customers must meet BST eligibility requirements — between one hundred dollars (\$100) and three thousand five hundred dollars (\$3500) in BST spending per month.</li> <li>• Any new or existing BellSouth Select customer that meets all eligibility requirements during the promotional period will be eligible for the rewards.</li> </ul> <p>Program Elements:</p> <ul style="list-style-type: none"> <li>• BellSouth Select members who purchase a new Complete Choice for Business (CCB) package will receive a bonus reward of two thousand (2000) BellSouth Select points.</li> <li>• Customers that subscribe to a new BSLD service plan will receive an additional one thousand (1000) BellSouth Select bonus points.</li> <li>• Customers that add new FastAccess DSL service (1.5M and higher) will receive an additional one thousand (1000) BellSouth Select bonus points.</li> <li>• Point reward(s) will be applied to BellSouth Select customer point balance four (4) to six (6) weeks after purchase.</li> <li>• Select point balance can be checked on BellSouth Select Website (<a href="http://www.bellsouthselectbusiness.com">www.bellsouthselectbusiness.com</a>), by calling BellSouth Select Service Center (800.290.3333), or through the quarterly balance statement.</li> <li>• All BellSouth Select points awarded for this promotion shall be redeemable consistent with the conditions of the BellSouth Select Business program.</li> </ul> <p>Program Restrictions:</p> <ul style="list-style-type: none"> <li>• There is a maximum of twelve thousand (12K) bonus points per customer account.</li> <li>• Must be a BellSouth Select member to earn rewards</li> <li>• Customers with any local term agreement including, but not restricted to, Complete Choice for Business Term, Simple Savings, Key Customer Program are not eligible for the reward.</li> <li>• To receive bonus for FastAccess DSL purchase, customers must purchase a new CCB package and FastAccess DSL service of 1.5M and higher.</li> <li>• To receive bonus for BSLD purchase, customers must purchase a new CCB package and new BSLD calling plans including local, toll-free and international. Customers who picked but do not subscribe to a calling plan are not eligible for the BSLD bonus.</li> <li>• Subject to obtaining any required regulatory approval, BellSouth Select reserves the right to terminate this program at any time.</li> </ul>	09/01/06 to 04/30/07
				(C) (D)

FLORIDA

ISSUED: March 7, 2008 ~~ISSUED: December 29, 2006~~

EFFECTIVE: March 9, 2008 ~~EFFECTIVE: January 1, 2007~~

BY: Marshall M. Criser III, President -FL

Miami, Florida

AT&T Florida	Online Service	Service connection charges may be waived for residential customers who order new local service	03/09/08	(N)
Service Territory –	Connection Charge	(N Order) or transfer service (T Order) on att.com or bellsouth.com and who are in AT&T	to	
From Central Office	Waiver	Southeast territory for local service. Offer available for up to three (3) lines. Subscriber must	01/31/09	
where services are		purchase a minimum of AT&T local service and at least two (2) non-zero rated vertical features or		
available		a package of local service containing in its price at least two (2) qualifying vertical features.		

Promotion Restrictions/Eligibility Requirements: (N)

-- Customer must order new service or move existing service on att.com or bellsouth.com. (N)

-- Customer must select AT&T as their local service provider. (N)

-- AT&T employees are not eligible for this offer. (N)

-- Offer valid for up to three (3) service lines at the intended local service address. (N)

-- Offer may be combined with cash back offers on other affiliates, or other promotional offers on the same service, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion. (N)

-- AT&T reserves the right to discontinue or modify this promotion at any time without notice. (N)

-- Customer must place the order on or before 01/31/2009. (N)

-- Customer must place the order through att.com or bellsouth.com (N)

-- Customer must order a minimum of AT&T local service and at least two (2) non-zero rated vertical features or a package of local service including but not limited to any package that includes in its price two or more vertical services (e.g. Complete Choice service). (N)

## A2. GENERAL REGULATIONS

### A2.10 Special Promotions (Cont'd)

#### A2.10.2 Descriptions (Cont'd)

A. The following promotions are *on file with* the Commission: (Cont'd)

Area of Promotion	Service	Description	Period Authority
(DELETED)			(D)
AT&T Florida Service Territory – From Central Office where services are available	Online Service Connection Charge Waiver	Service connection charges may be waived for residential customers who order new local service (N Order) or transfer service (T Order) on att.com or bellsouth.com and who are in AT&T Southeast territory for local service. Offer available for up to three (3) lines. Subscriber must purchase a minimum of AT&T local service and at least two (2) non-zero rated vertical features or a package of local service containing in its price at least two (2) qualifying vertical features.	03/09/08 to 01/31/09
		<u>Promotion Restrictions/Eligibility Requirements:</u>	(N)
		-- Customer must order new service or move existing service on att.com or bellsouth.com.	(N)
		-- Customer must select AT&T as their local service provider.	(N)
		-- AT&T employees are not eligible for this offer.	(N)
		-- Offer valid for up to three (3) service lines at the intended local service address.	(N)
		-- Offer may be combined with cash back offers on other affiliates, or other promotional offers on the same service, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion.	(N)
		-- AT&T reserves the right to discontinue or modify this promotion at any time without notice.	(N)
		-- Customer must place the order on or before 01/31/2009.	(N)
		-- Customer must place the order through att.com or bellsouth.com	(N)
		-- Customer must order a minimum of AT&T local service and at least two (2) non-zero rated vertical features or a package of local service including but not limited to any package that includes in its price two or more vertical services (e.g. Complete Choice service).	(N)